

***Transportation
Town Hall Meeting
San Diego, California***

October 23, 2001

Prepared by



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This survey was structured to explore and understand the various perspectives of the participants in the Town Hall Meeting. The results of the survey are not statistically representative of the community as a whole.

Town Hall Overview

On October 23, 2001, Assemblymember Christine Kehoe hosted a Town Hall Meeting in San Diego, California to obtain local input in developing the 20 year California Transportation Plan (CTP). The CTP will provide strategies for meeting California's transportation needs and will identify priorities for allocating limited transportation resources. Assemblymember Kehoe was supported by Mr. Gary Gallegos, Executive Director, SANDAG and Mr. Jack Boda, Interim District Director, Caltrans.

The Town Hall Meeting was designed to solicit opinions and comments from the meeting participants. Interactive electronic polling technology was used to collect and analyze the participants' opinions regarding the transportation and land use issues. The polling results were organized and viewed by various demographic categories to better understand the different perspectives represented.

Questions were asked about the following issues:

1. Which of the following issues do you believe is the most important?

- ✓ Clean Water
- ✓ Clean Beaches/Bays
- ✓ Preservation of Open Space
- ✓ Public Education
- ✓ Adequate Infrastructure (sewer lines, streets, lighting)
- ✓ Efficient Transportation
- ✓ Affordable/Available Housing
- ✓ Energy

2. Would you be willing to pay an additional form of revenue (gas tax, property tax, garbage collection fee) to ensure that we keep the quality of life we have today?

3. Are you aware that there is currently a 1/2 cent sales tax in San Diego County which goes to fund transportation projects?

4. Do you believe there is a connection between land use (homes, shopping centers, schools, etc.) and an efficient transportation system?

5. From your perception or from the perspective of your daily commute, rate the level of congestion on 1) the San Diego area "highways" and 2) the San Diego area "regional and local roads."

6. How well do you think that Smart Growth can address traffic congestion and other transportation related problems?

7. What is the relative importance and performance of these strategies that could enhance the performance of the transportation system?

- ✓ Coordinated Planning - Coordinated land-use and transportation planning (local, regional and state)
- ✓ Greater Density - Greater density in urban areas focused around transit centers
- ✓ City Village Concept - Pedestrian and transit oriented developments to promote increased travel by non-driving modes

- ✓ Increase Pedestrian/Bicycle Facilities
- ✓ Development Regulations/Ordinances - to avoid piecemeal development and urban sprawl
- ✓ Jobs/Housing Balance
- ✓ Incentives to Utilize Non-Driving Modes of transportation
- ✓ Priority of High-Occupancy Vehicles - (trolley, bus, carpools)
- ✓ Coordinated Decision Making - between land use and transportation agencies

8. If you could direct the transportation funding in San Diego County, what would you spend the available dollars on?

- ✓ More Freeways - more lanes on existing freeways
- ✓ Increase Trolley Routes
- ✓ More Rail Lines
- ✓ More Buses
- ✓ Safety/Security - for all modes of transportation
- ✓ Transportation Demand Strategies
- ✓ Local Streets
- ✓ Bicycle/Pedestrian Facilities

Fifty-two individuals participated in the Town Hall Meeting representing a variety of viewpoints and perspectives throughout San Diego. The group included elected officials, transportation and planning professionals, and the general public.

This report presents the opinions collected using the interactive polling technology. It must be noted that the surveys were structured to explore and understand the various perspectives of the participants in the Town Hall Meeting. The results of the surveys are not statistically representative of the community as a whole.

Interactive Polling Technology

Interactive polling technology known as CoNexus[®] was used to collect information from the participants and immediately view the results. Each participant was provided a remote FM radio input terminal to respond to questions generated by a computer and projected on a large screen.

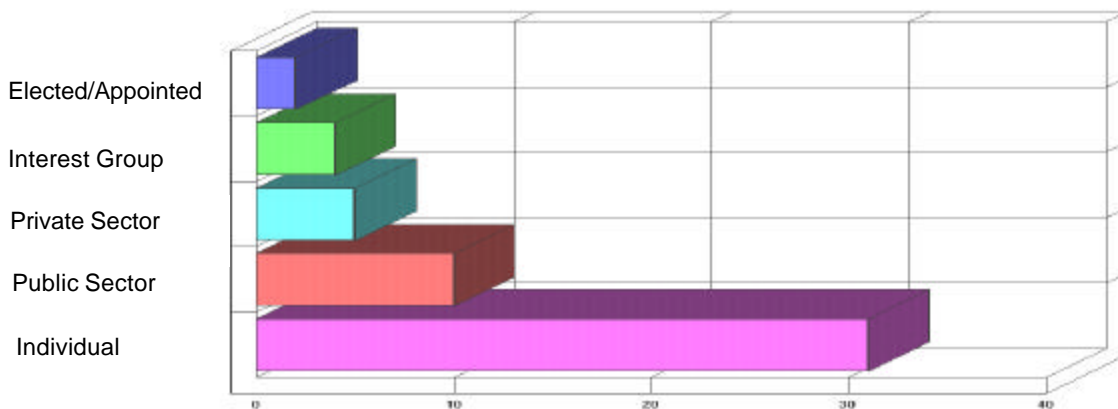
The results were tabulated and immediately presented back to the group for discussion. All of the participant's responses are confidential with equal weight being given to each participant. Demographic information was collected in order to view and understand the perspectives of the various participating groups.



Demographic Information

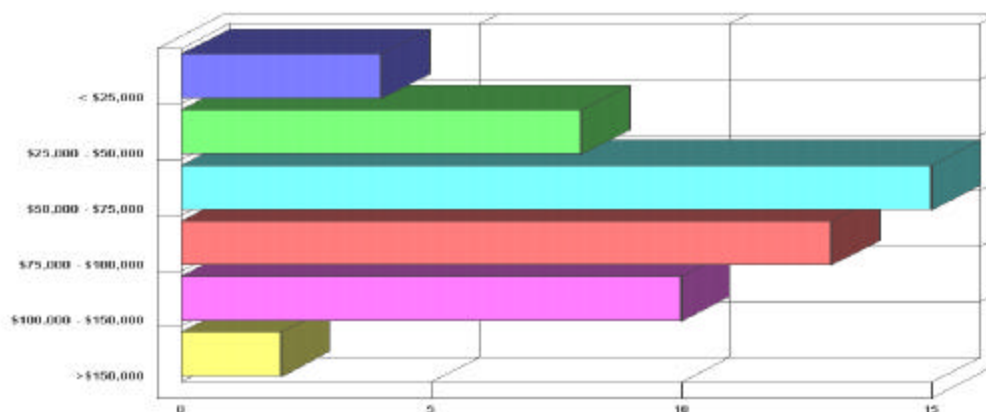
The following demographic information was collected from the participants of the Town Hall Meeting.

In what role are you participating in this meeting?



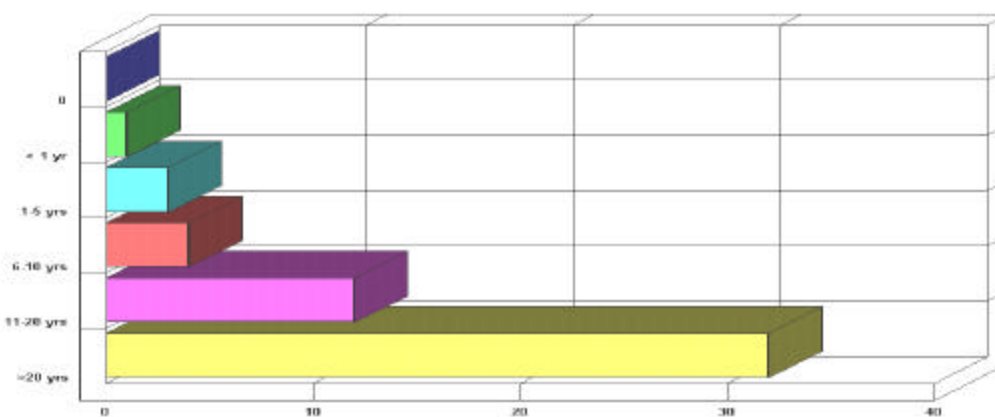
Role	Number	Percent
Elected/Appointed	2	4%
Interest Group Representative	4	8%
Private Sector	5	10%
Public Sector	10	19%
Individual	31	60%
Total	52	100%

What is your household income?



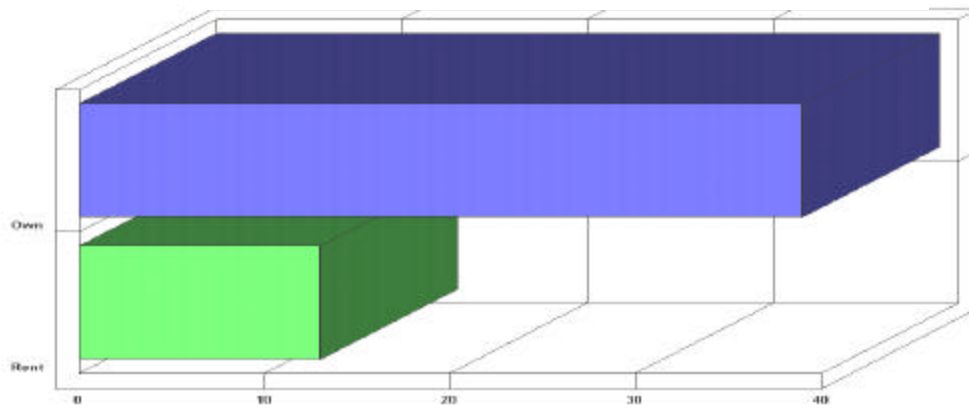
Household Income	Number	Percent
< \$25,000	4	8%
\$25,000 - \$50,000	8	15%
\$50,000 - \$75,000	15	29%
\$75,000 - \$100,000	13	25%
\$100,000 - \$150,000	10	19%
> \$150,000	2	4%
Total	52	100%

How many years have you lived in San Diego?



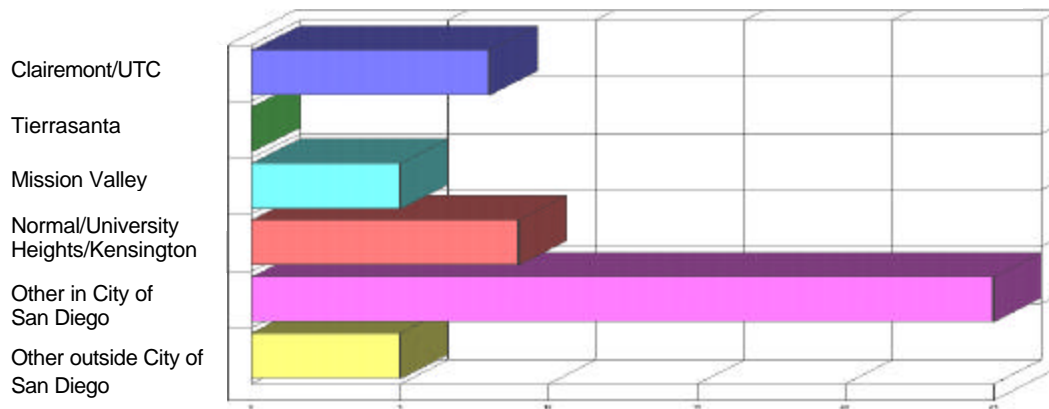
Years In San Diego	Number	Percent
Don't Live in San Diego	0	0%
< 1 year	1	2%
1 - 5 years	3	6%
6 - 10 years	4	8%
11 - 20 years	12	23%
> 20 years	32	62%
Total	52	100%

Do you own or rent your home?



Home Ownership	Number	Percent
Own Home	39	75%
Do Not Own Home	13	25%
Total	52	100%

Where do you live?



Residence	Number	Percent
Clairemont/UTC	8	15%
Tierrasanta	0	0%
Mission Valley	5	10%
Normal/University Heights/Kensington	9	17%
Other in City of San Diego	25	48%
Other outside City of San Diego	5	10%
Total	52	100%

Importance of Community Issues

Which of the following community issues do you believe is the most important?

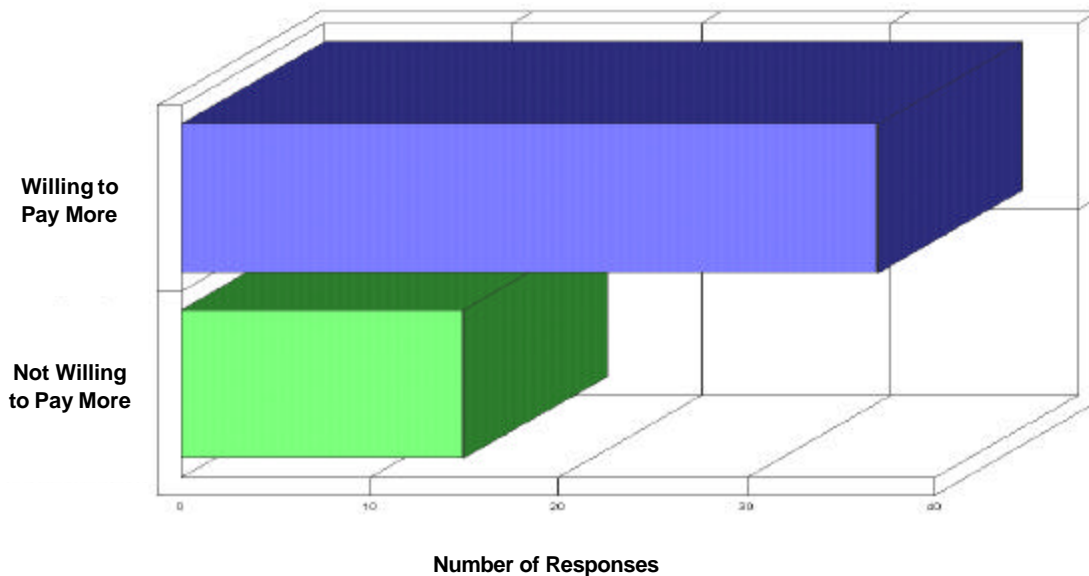
- ✓ Clean Water
- ✓ Clean Beaches/Bays
- ✓ Preservation of Open Space
- ✓ Public Education
- ✓ Adequate Infrastructure (sewer lines, streets, lighting)
- ✓ Efficient Transportation
- ✓ Affordable/Available Housing
- ✓ Energy

Which of the following issues do you believe is the most important?

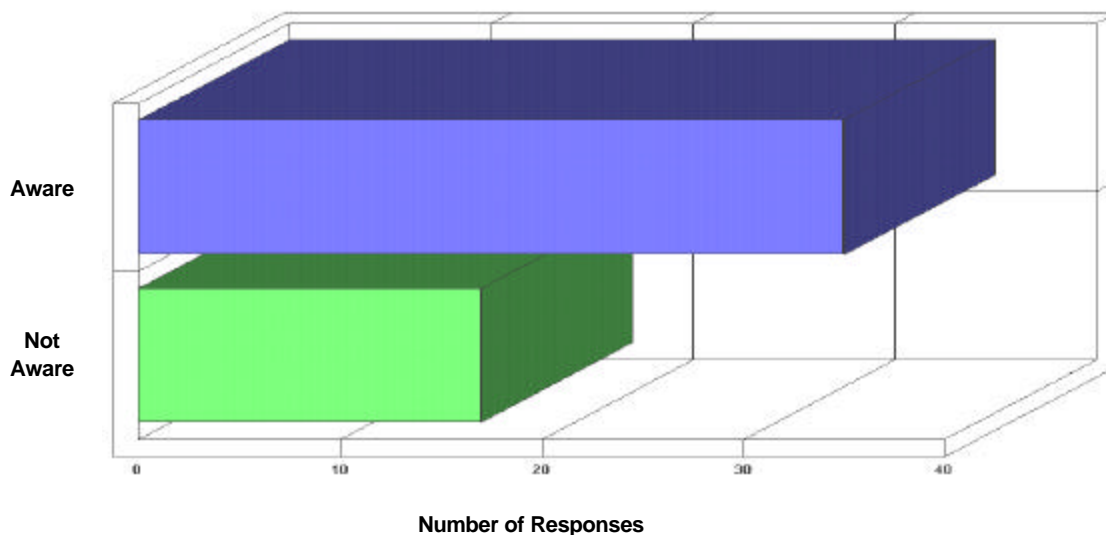
Demographic Group	Most Important							
	Clean Water	Clean Beaches/Bays	Preservation of Open Space	Public Education	Adequate Infrastructure	Transportation/Mobility	Affordable/Available Housing	Energy
All Participants								
TOTAL	2	1	7	6	12	11	9	4
Role								
Elected/Appointed			1		1			
Interest Group			2		1		1	
Private Sector			1	1	1		2	
Public Sector	1			1	5	1	2	
Individual	1	1	3	4	4	10	4	4
Household Income								
< \$25,000			1				2	1
\$25,000 - \$50,000				1	4	3		
\$50,000 - \$75,000		1	4	1	2	5	2	
\$75,000 - \$100,000	1		1	3	3	2		3
\$100,000 - \$150,000	1		1	1	2	1	4	
> \$150,000					1		1	
Years Living in San Diego								
< 1 yr						1		
1-5 yrs					1	1	1	
6-10 yrs	1		1	1	1			
11-20 yrs		1	2	2	3	1	3	
>20 yrs	1		4	3	7	8	5	4
Own or Rent Home								
Own	2	1	4	6	10	8	4	4
Rent			3		2	3	6	
Residence								
Clairemont/UTC				2		3	3	
Tierrasanta								
Mission Valley		1		1	3			
Normal/University Heights/Kensington	1		1	1	3	2		1
Other in City of San Diego	1		6	1	5	4	5	3
Other outside City of San Diego				1	1	2	1	

Willingness to Pay Additional Revenues

Would you be willing to pay an additional form of revenue (gas tax, property tax, garbage collection fee) to ensure that we keep the quality of life we have today?



Are you aware that there is currently a ½ cent sales tax in San Diego County, called TransNet, that has provided funding for transportation projects including 60 miles of freeway, 35 miles of trolley, and 65 miles of commuter rail service?



Would you be willing to pay an additional form of revenue (gas tax, property tax, garbage collection fee) to ensure that we keep the quality of life we have today?

Demographic Group	Willing to Pay More		Not Willing to Pay More		TOTAL
	#	%	#	%	#

All Participants					
TOTAL	37	71%	15	29%	52

Role					
Elected/Appointed	1	50%	1	50%	2
Interest Group	3	75%	1	25%	4
Private Sector	4	80%	1	20%	5
Public Sector	7	70%	3	30%	10
Individual	22	71%	9	29%	31

Household Income					
< \$25,000	1	25%	3	75%	4
\$25,000 - \$50,000	4	50%	4	50%	8
\$50,000 - \$75,000	13	87%	2	13%	15
\$75,000 - \$100,000	11	85%	2	15%	13
\$100,000 - \$150,000	6	60%	4	40%	10
>\$150,000	2	100%	0	0%	2

Years Living in San Diego					
< 1 yr	1	100%	0	0%	1
1-5 yrs	2	67%	1	33%	3
6-10 yrs	2	50%	2	50%	4
11-20 yrs	11	92%	1	8%	12
>20 yrs	21	66%	11	34%	32

Own or Rent Home					
Own	28	72%	11	28%	39
Rent	9	69%	4	31%	13

Residence					
Clairemont/UTC	7	88%	1	13%	8
Tierrasanta	0	-	0	-	0
Mission Valley	5	100%	0	0%	5
Normal/University Heights/Kensington	6	67%	3	33%	9
Other in City of San Diego	15	60%	10	40%	25
Other outside City of San Diego	4	80%	1	20%	5

Are you aware that there is currently a 1/2 cent sales tax in San Diego County which goes to fund transportation projects?

Demographic Group	Aware		Not Aware		TOTAL
	#	%	#	%	#

All Participants					
TOTAL	35	67%	17	33%	52

Role					
Elected/Appointed	2	100%	0	0%	2
Interest Group	3	75%	1	25%	4
Private Sector	5	100%	0	0%	5
Public Sector	8	80%	2	20%	10
Individual	17	55%	14	45%	31

Household Income					
< \$25,000	2	50%	2	50%	4
\$25,000 - \$50,000	4	50%	4	50%	8
\$50,000 - \$75,000	11	73%	4	27%	15
\$75,000 - \$100,000	9	69%	4	31%	13
\$100,000 - \$150,000	7	70%	3	30%	10
>\$150,000	2	100%	0	0%	2

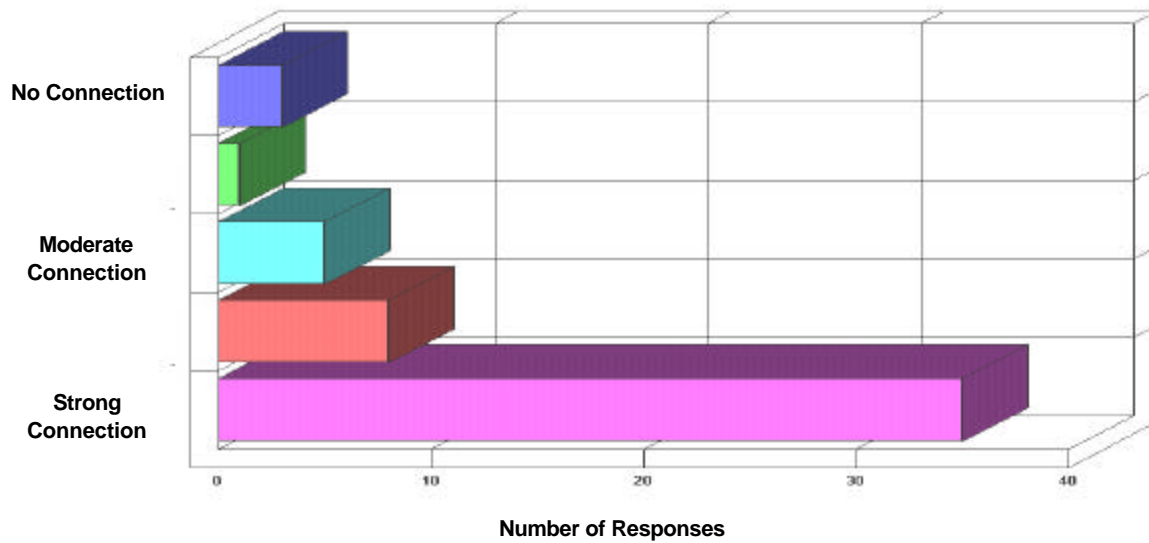
Years Living in San Diego					
< 1 yr	0	0%	1	100%	1
1-5 yrs	1	33%	2	67%	3
6-10 yrs	3	75%	1	25%	4
11-20 yrs	10	83%	2	17%	12
>20 yrs	21	66%	11	34%	32

Own or Rent Home					
Own	26	67%	13	33%	39
Rent	9	69%	4	31%	13

Residence					
Clairemont/UTC	4	50%	4	50%	8
Tierrasanta	0	-	0	-	0
Mission Valley	4	80%	1	20%	5
Normal/University Heights/Kensington	5	56%	4	44%	9
Other in City of San Diego	17	68%	8	32%	25
Other outside City of San Diego	5	100%	0	0%	5

Connection between Land Use and Transportation

Do you believe there is a connection between land use (homes, shopping centers, schools, etc.) and a transportation system?



Do you believe there is a connection between land use (homes, shopping centers, schools, etc.) and an efficient transportation System?

Demographic Group	Connection				
	None	-	Moderate	-	Strong

All Participants					
TOTAL	3	1	5	8	35

Role					
Elected/Appointed	0	0	0	0	2
Interest Group	0	0	0	0	4
Private Sector	0	0	1	2	2
Public Sector	0	0	2	1	7
Individual	3	1	2	5	20

Household Income					
< \$25,000	1	0	0	1	2
\$25,000 - \$50,000	0	0	1	2	5
\$50,000 - \$75,000	2	0	1	2	10
\$75,000 - \$100,000	0	1	1	0	11
\$100,000 - \$150,000	0	0	1	2	7
> \$150,000	0	0	1	1	0

Years Living in San Diego					
< 1 yr	0	0	0	0	1
1-5 yrs	0	0	0	1	2
6-10 yrs	0	0	0	2	2
11-20 yrs	2	0	2	1	7
> 20 yrs	1	1	3	4	23

Own or Rent Home					
Own	2	1	5	5	26
Rent	1	0	0	3	9

Residence					
Clairemont/UTC	1	0	0	1	6
Tierrasanta	0	0	0	0	0
Mission Valley	0	0	0	0	5
Normal/University Heights/Kensington	0	1	1	3	4
Other in City of San Diego	1	0	2	4	18
Other outside City of San Diego	1	0	2	0	2

Congestion on San Diego's Roads

From your perspective or from the perspective of your daily commute, rate the level of congestion on the San Diego area Highways.

Demographic Group	Level of Congestion									
	Low			Tolerable					High	Ave
	1	2	3	4	5	6	7	8	9	
All Participants										
TOTAL	3	1	4	3	11	8	11	7	4	5.79

Role										
Elected/Appointed			1		1					4.00
Interest Group					1	2		1		6.25
Private Sector		1			1		1	2		6.00
Public Sector	1		1		2	2	3	1		5.50
Individual	2	1	2	3	6	4	7	3	4	5.78

Household Income										
< \$25,000	1					1	1	1		5.50
\$25,000 - \$50,000					2	1	2	3		6.75
\$50,000 - \$75,000			1	3	4		3	1	3	6.07
\$75,000 - \$100,000	1		2		2	3	4		1	5.54
\$100,000 - \$150,000	1		1		3	3	1	1		5.20
>\$150,000		1						1		5.00

Years Living in San Diego										
< 1 yr					1					5.00
1-5 yrs							2		1	7.67
6-10 yrs					1	2		1		6.25
11-20 yrs	1		1		3	3	1	1	2	5.83
>20 yrs	2	1	3	3	6	3	8	5	1	5.56

Own or Rent Home										
Own	3	1	4	1	8	5	7	7	3	5.72
Rent				2	3	3	4		1	6.00

Residence										
Clairemont/UTC			1	2	2	1	1	1		5.25
Tierrasanta										
Mission Valley					4		1			5.40
Normal/University Heights/Kensington	1		1			2	2	2	1	6.11
Other in City of San Diego	2	1	2	1	5	4	6	4		5.48
Other outside City of San Diego						1	1		3	8.00

From your perspective or from the perspective of your daily commute, rate the level of congestion on the San Diego area Regional and Local Roads.

Demographic Group	Level of Congestion									Ave
	Tolerable								High	
	Low	1	2	3	4	5	6	7	8	
All Participants										
TOTAL	3	2	8	6	12	9	6	2	4	5.06

Role										
Elected/Appointed			2							3.00
Interest Group					1	1		1	1	7.00
Private Sector			1	1		1	1		1	5.80
Public Sector		1	2	1	3	2	1			4.60
Individual	3	1	3	4	8	5	4	1	2	4.97

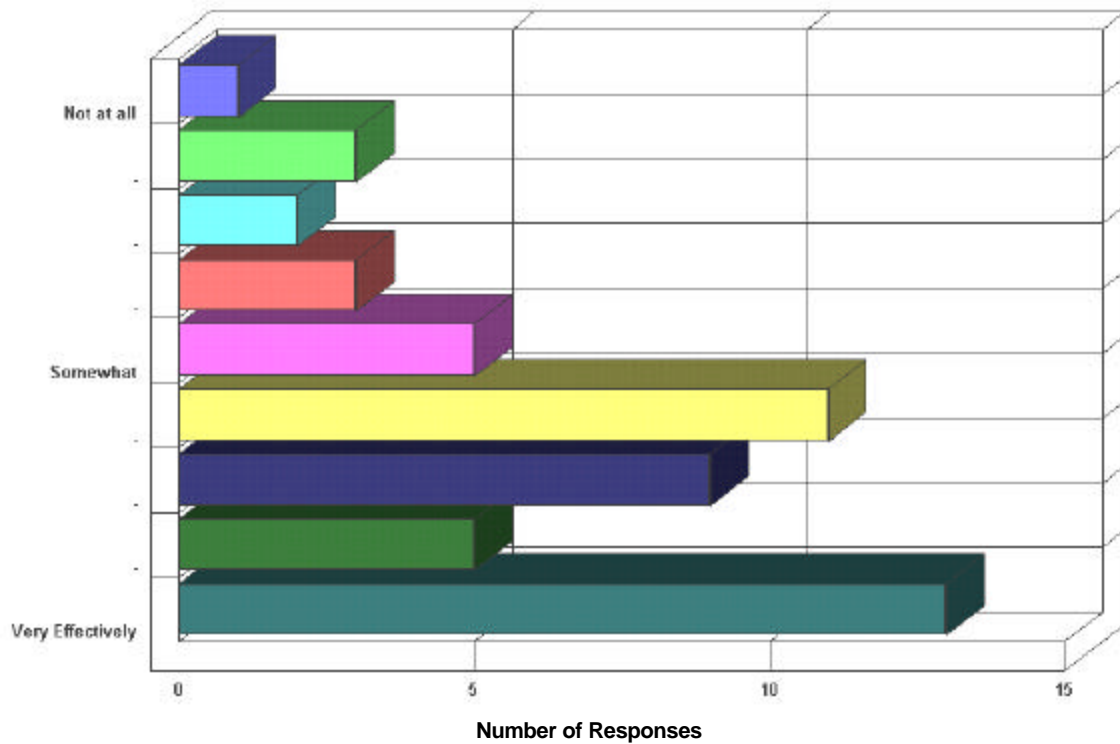
Household Income										
< \$25,000	1		1	1			1			3.75
\$25,000 - \$50,000					2	3	2		1	6.38
\$50,000 - \$75,000	1	1	2	1	5	3	1	1		4.73
\$75,000 - \$100,000	1		2	2	4	1	1	1	1	5.00
\$100,000 - \$150,000		1	2	2	1	2			2	5.10
>\$150,000			1				1			5.00

Years Living in San Diego										
< 1 yr						1				6.00
1-5 yrs				1				1	1	7.00
6-10 yrs				1	1		2			5.75
11-20 yrs	1	1	2	1	3	1	2		1	4.75
>20 yrs	2	1	6	3	8	7	2	1	2	4.88

Own or Rent Home										
Own	2	2	8	3	11	6	3	2	2	4.82
Rent	1			3	1	3	3		2	5.77

Residence										
Clairemont/MUTC				2	2	1	1		2	6.13
Tierrasanta										
Mission Valley					3	2				5.40
Normal/University Heights/Kensington	1		1	2	1	1	2	1		5.00
Other in City of San Diego	1	2	5	2	4	5	3	1	2	5.00
Other outside City of San Diego	1		2		2					3.40

How well do you think Smart Growth can address traffic congestion and other transportation related problems?



How well do you think that Smart Growth can address traffic congestion and other transportation related problems?

Demographic Group	Effectiveness									
	Not At All			Somewhat			Very Effectively			Ave
	1	2	3	4	5	6	7	8	9	
All Participants										
TOTAL	1	3	2	3	5	11	9	5	13	6.46

Role										
Elected/Appointed		1			1					3.50
Interest Group		1				1			2	6.50
Private Sector	1				1		1	1	1	6.00
Public Sector				1	1	3	3	1	1	6.50
Individual		1	2	2	2	7	5	3	9	6.71

Household Income										
< \$25,000	1					1		1	1	6.00
\$25,000 - \$50,000					1	1	4		2	7.13
\$50,000 - \$75,000		2	2	1		3	1	1	5	6.13
\$75,000 - \$100,000		1		1	2	5	1	1	2	6.08
\$100,000 - \$150,000				1	1	1	3	2	2	7.00
>\$150,000					1				1	7.00

Years Living in San Diego										
< 1 yr									1	9.00
1-5 yrs	1					1			1	5.33
6-10 yrs							4			7.00
11-20 yrs			1	1		4	1	1	4	6.83
>20 yrs		3	1	2	5	6	4	4	7	6.28

Own or Rent Home										
Own		3	1	2	5	8	6	3	11	6.54
Rent	1		1	1		3	3	2	2	6.23

Residence										
Clairemont/UTC			1			3		2	2	6.88
Tierrasanta										
Mission Valley		1	1		1				2	5.60
Normal/University Heights/Kensington					2		3	1	3	7.33
Other in City of San Diego	1	2		3	2	6	5	2	4	6.00
Other outside City of San Diego						2	1		2	7.40

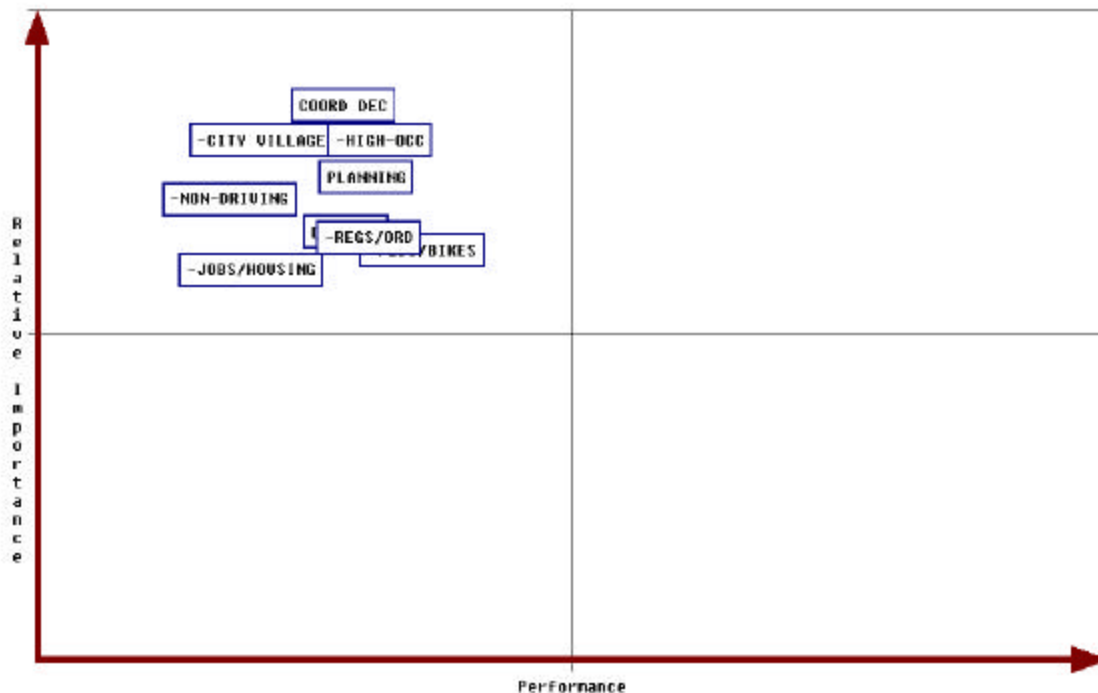
Transportation Strategies

Participants were asked to rate the relative importance and performance of the following strategies that could enhance the performance of the transportation system.

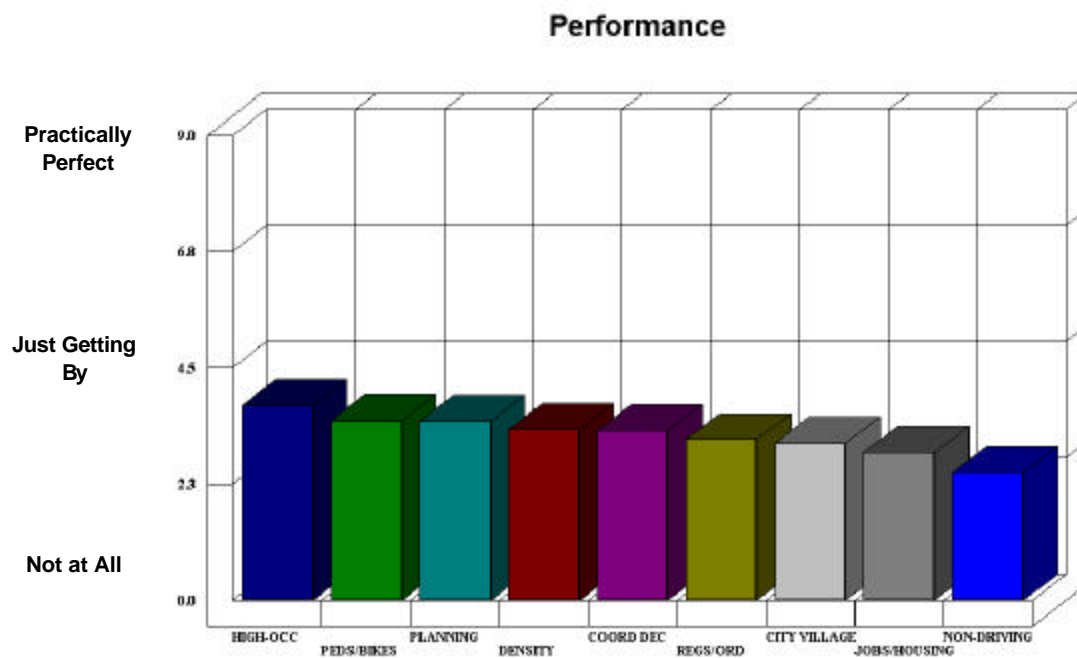
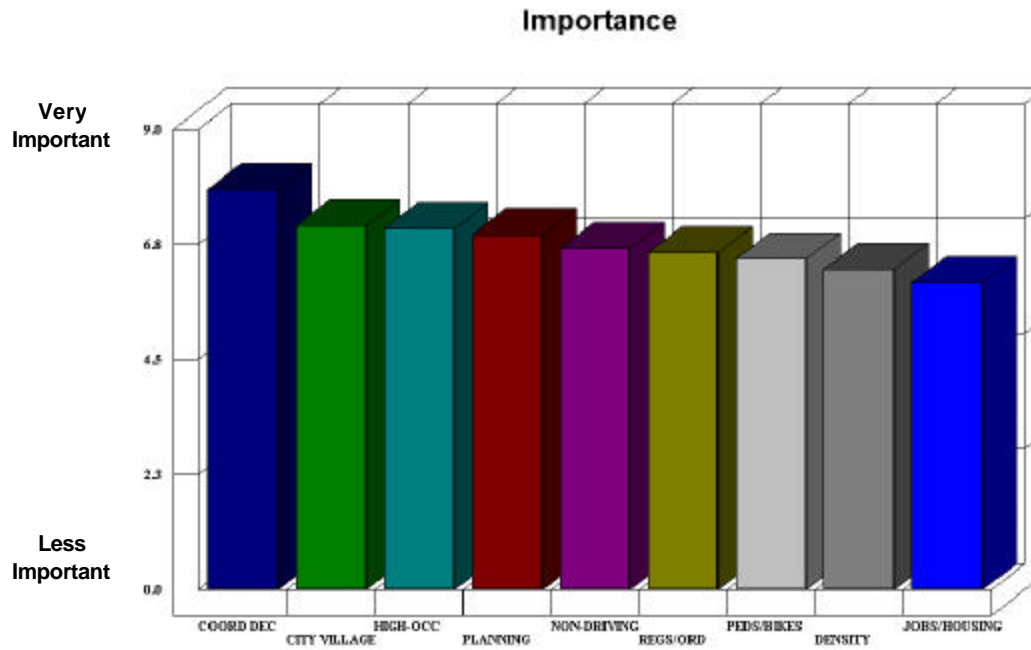
- ✓ **Coordinated Planning** - Coordinated land use and transportation planning (local, regional and state)
- ✓ **Greater Density** - Greater density in urban areas focused around transit centers
- ✓ **City Village Concept** - Pedestrian and transit oriented developments to promote increased travel by non-driving modes
- ✓ **Increase Pedestrian/Bicycle Facilities**
- ✓ **Development Regulations/Ordinances** - to avoid piecemeal development and urban sprawl
- ✓ **Jobs/Housing Balance**
- ✓ **Incentives to Utilize Non-Driving Modes of Transportation**
- ✓ **Priority of High-Occupancy Vehicles** - trolley, bus, carpools
- ✓ **Coordinated Decision Making** - between land use and transportation agencies

The results of the importance and performance assessment are shown on the following Opportunity Profile. The vertical axis illustrates the relative importance of each goal and the horizontal axis presents the performance of each goal. The average ranking of all the participants is shown by the location of the keyword for each goal. The higher the goal is on the chart, the greater the importance. The further to the right on the chart, the better the performance. The vertical line at the midpoint of the chart represents the “just getting by” level of performance.

Opportunity Profile Smart Growth strategies that could be utilized to enhance the transportation system

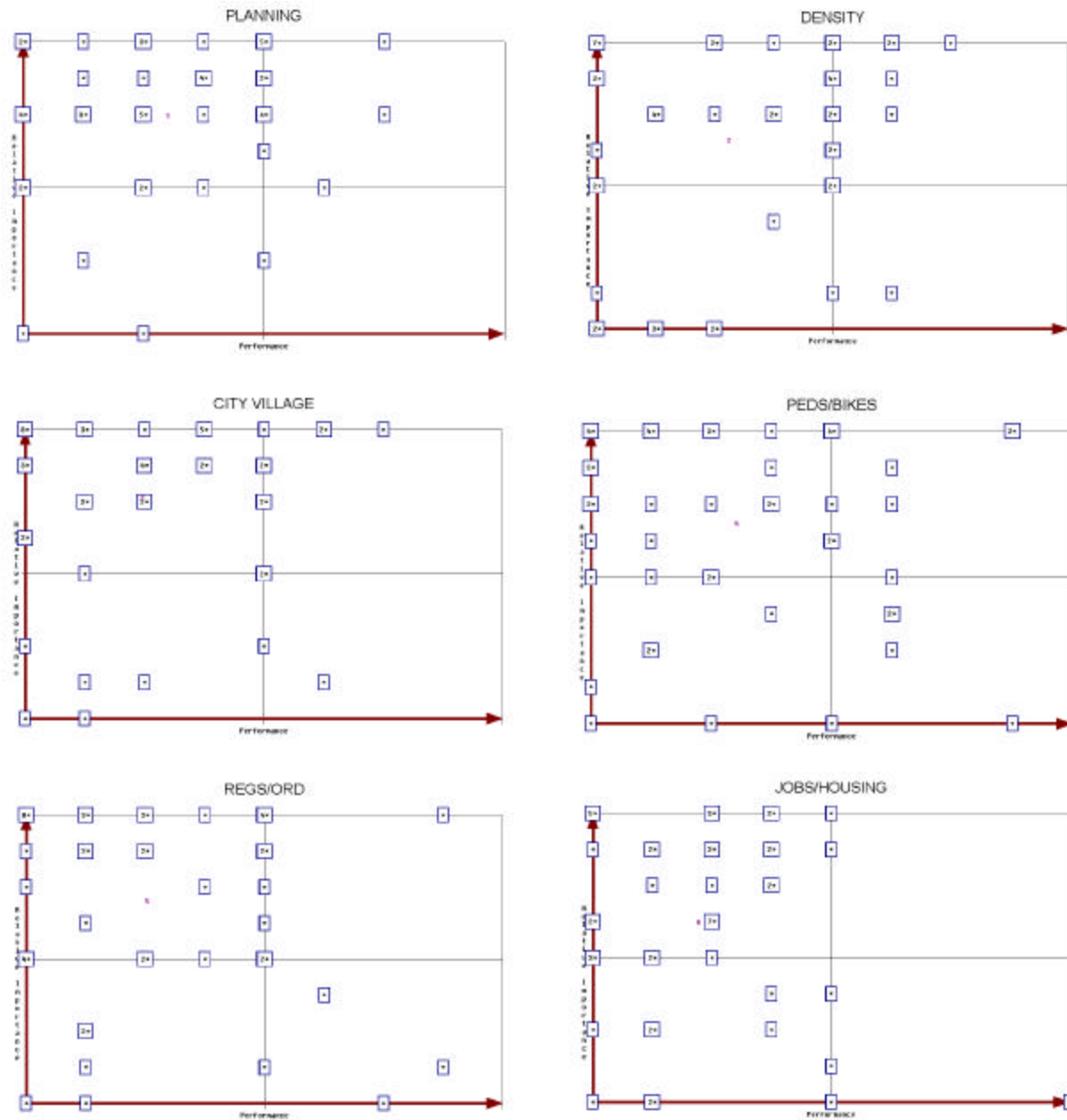


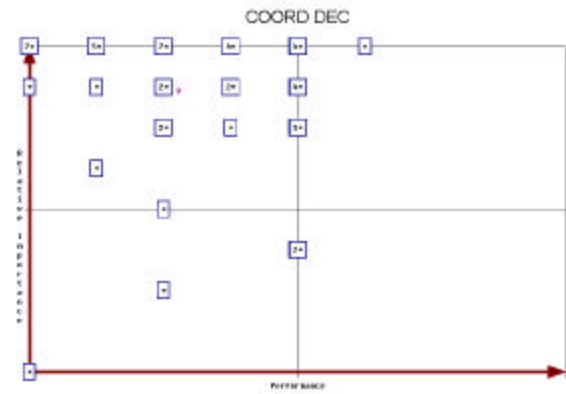
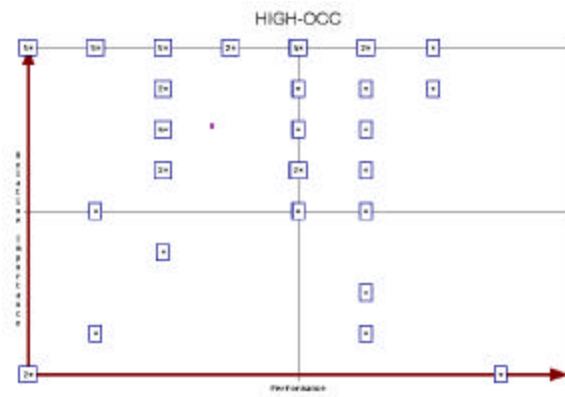
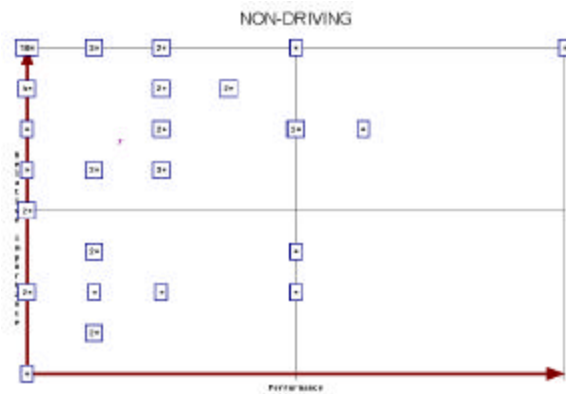
The relative importance and performance are also presented in the bar charts below.



Scatter Diagrams

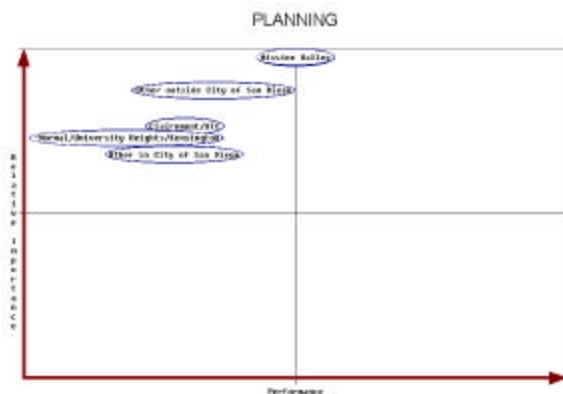
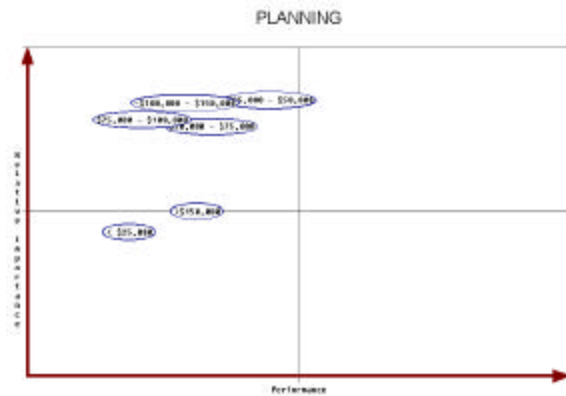
The distribution of the individual responses for each of the strategies can be observed in the “scatter diagram.” The following scatter diagrams illustrate the range of opinions for all of the strategies. A number in a box indicates multiple opinions that fall into the same location.



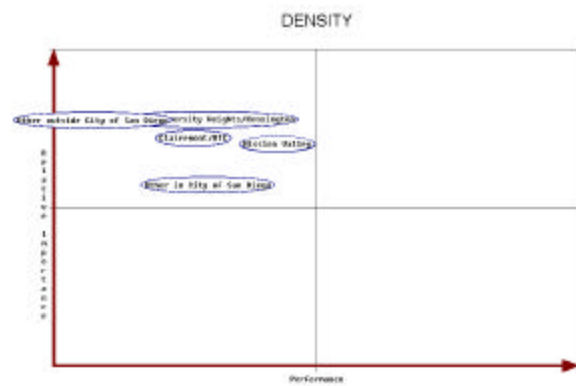
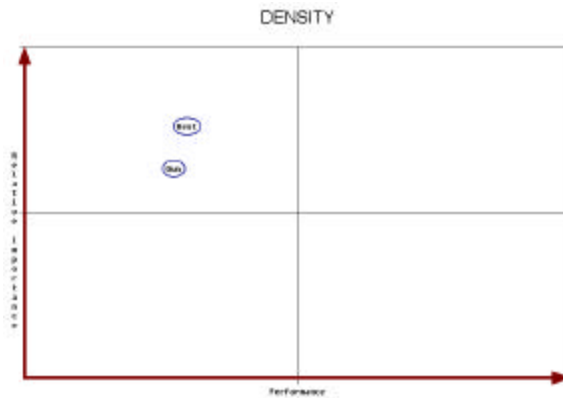
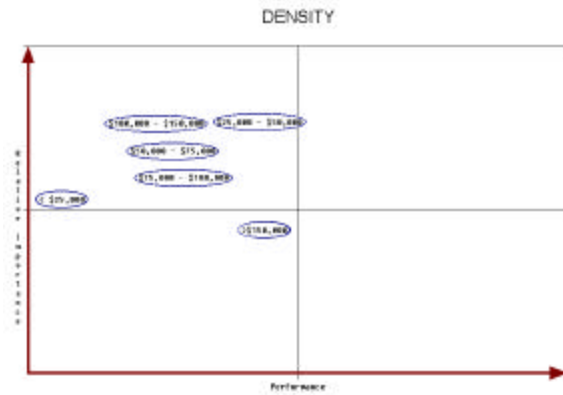
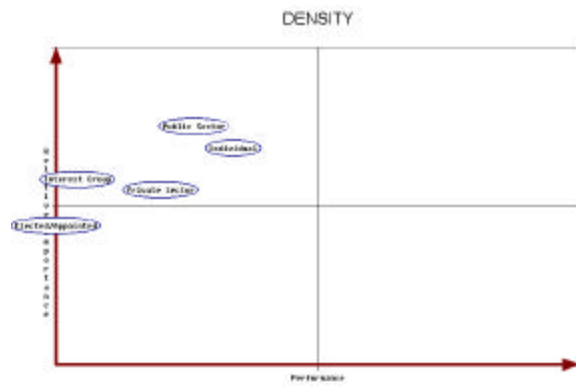


Results for “Coordinated Planning” by Demographic Group

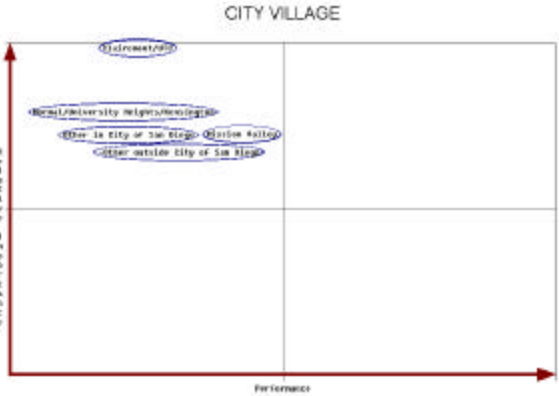
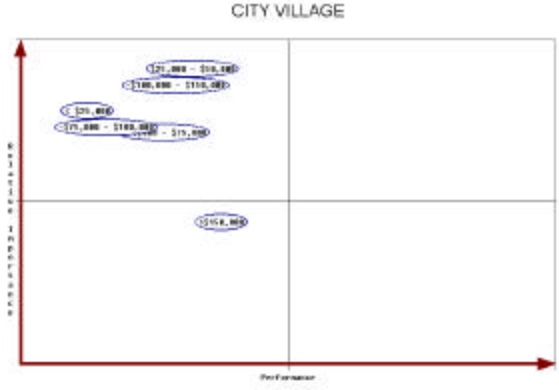
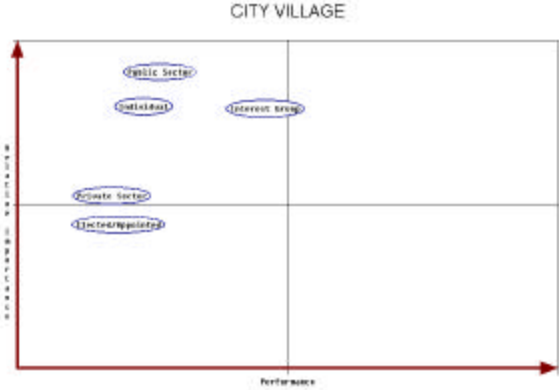
The results of the opportunity profile can also be viewed by demographic group. The following charts illustrate the average of each demographic group for each of the individual strategies.



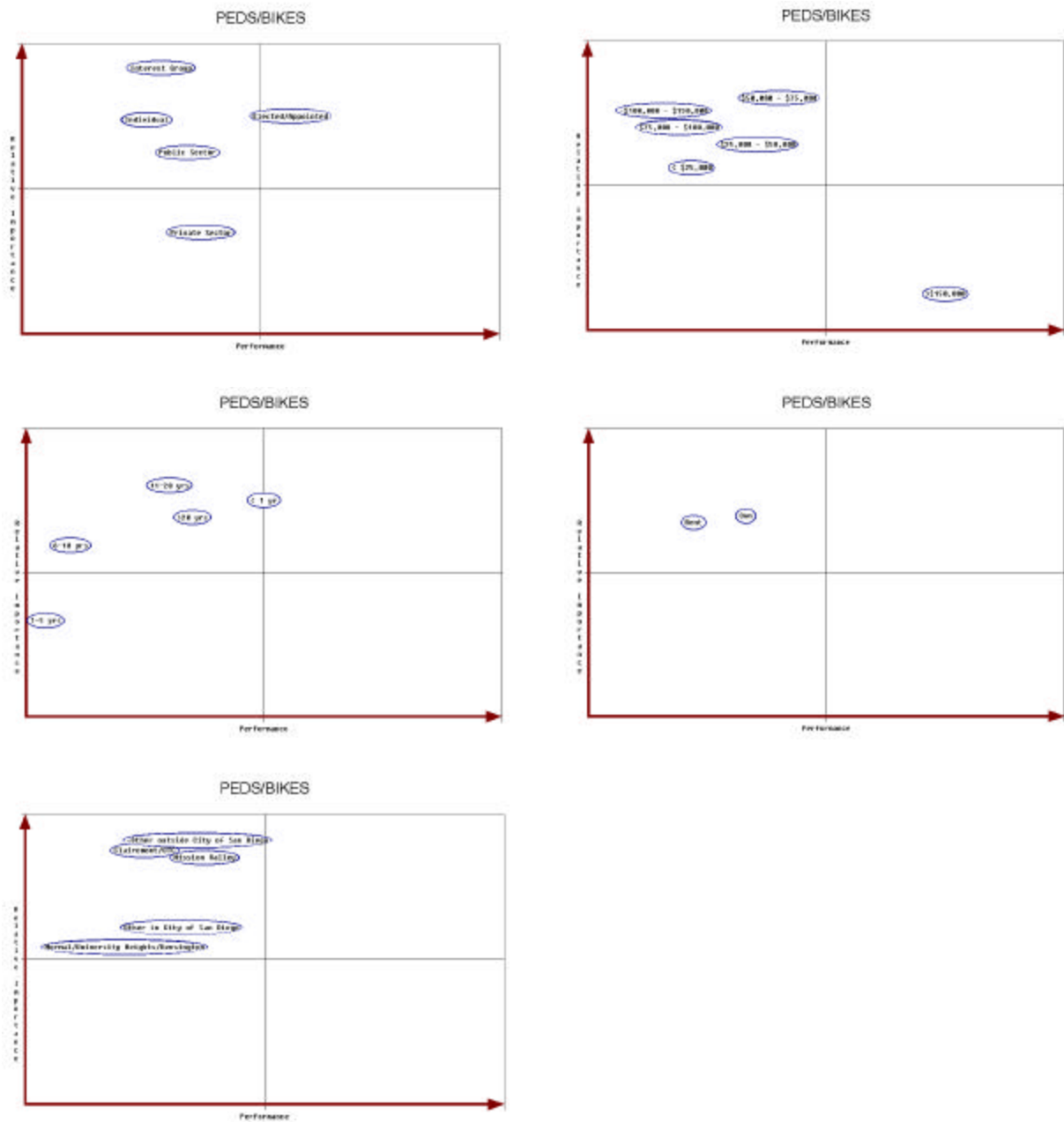
Results for “Greater Density” by Demographic Group



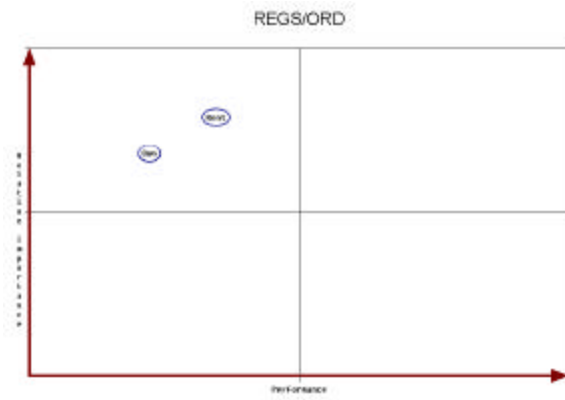
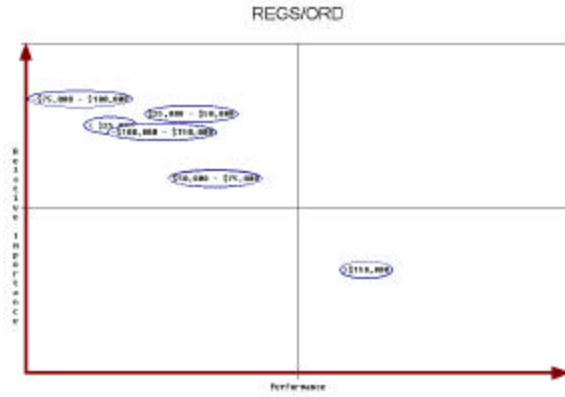
Results for “City Village Concept” by Demographic Group



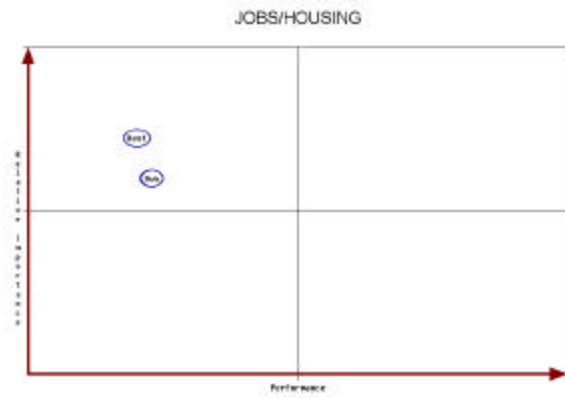
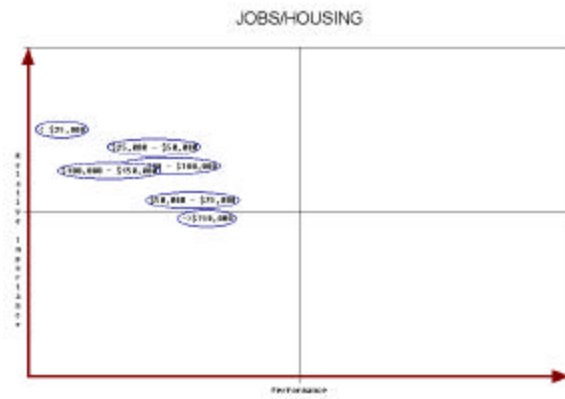
Results for “Increase Pedestrian/Bicycle” by Demographic Group



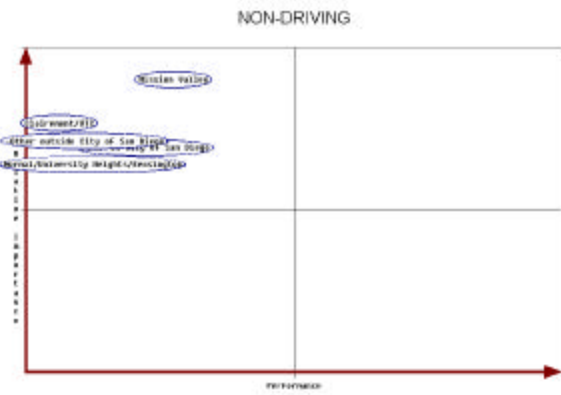
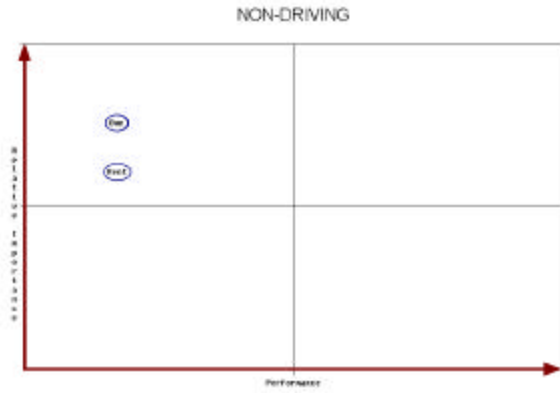
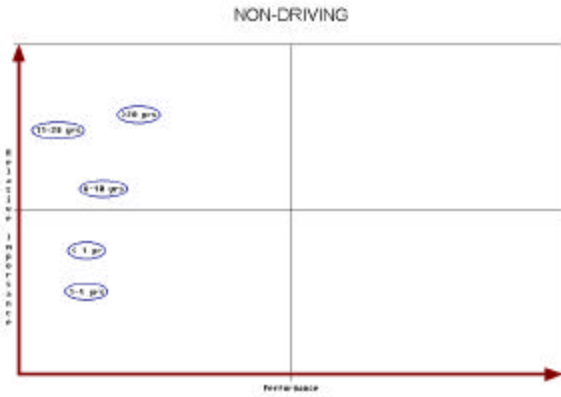
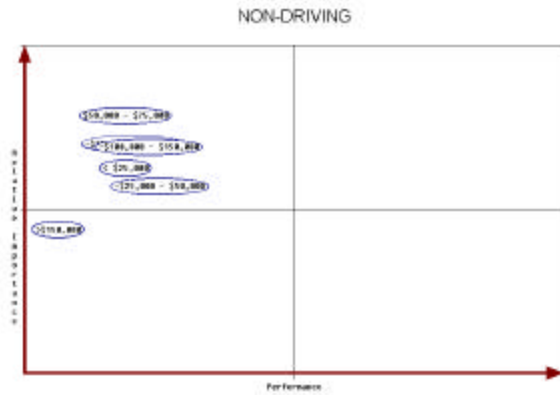
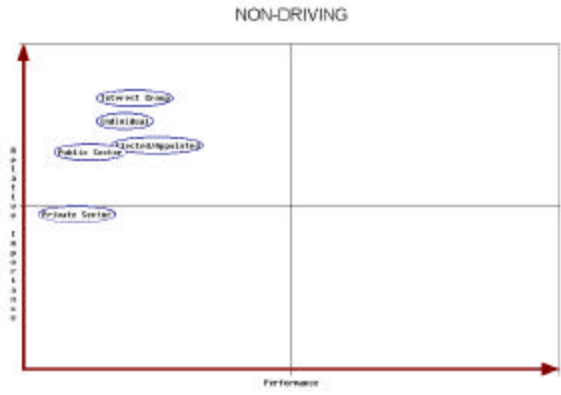
Results for “Development Regulations/Ordinances” by Demographic Group



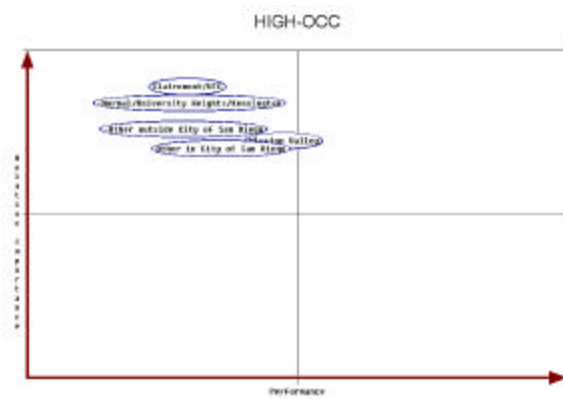
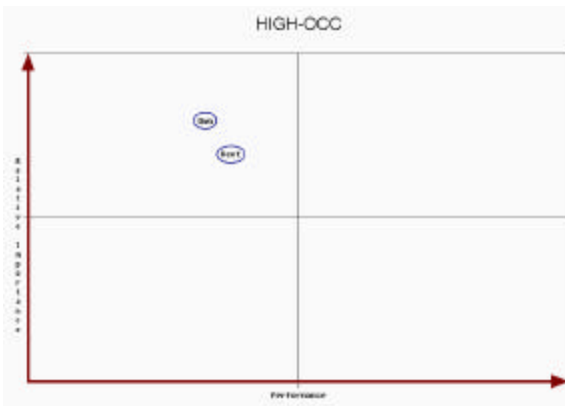
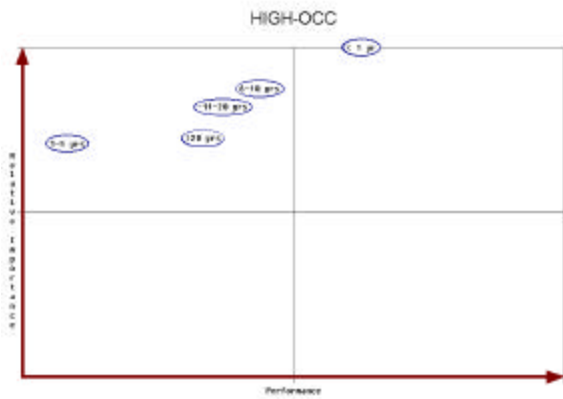
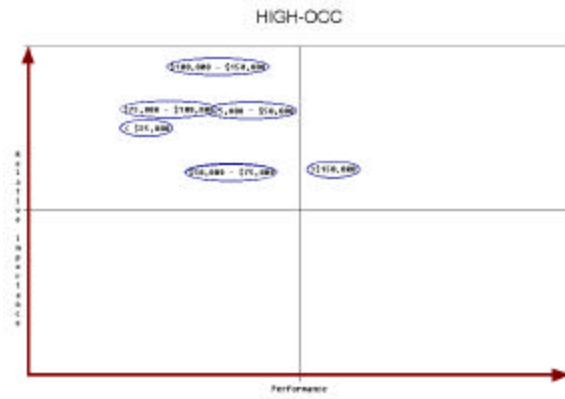
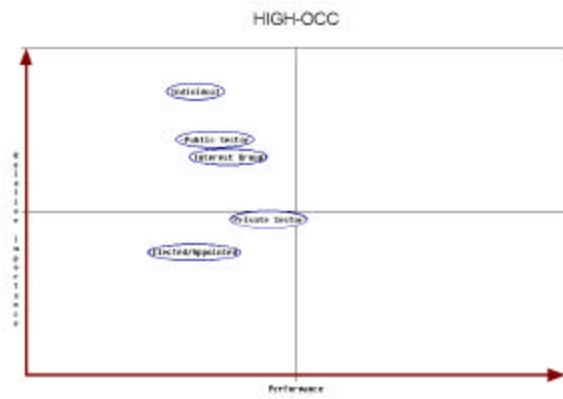
Results for “Jobs/Housing Balance” by Demographic Group



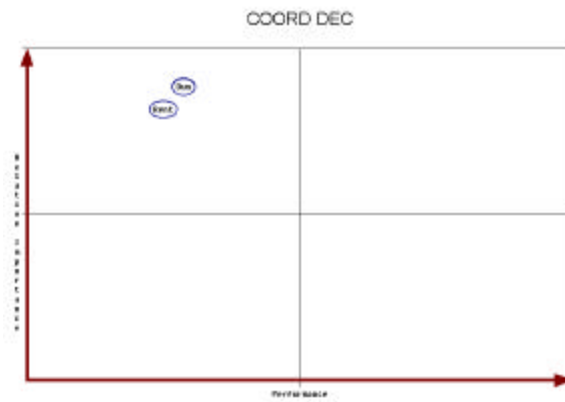
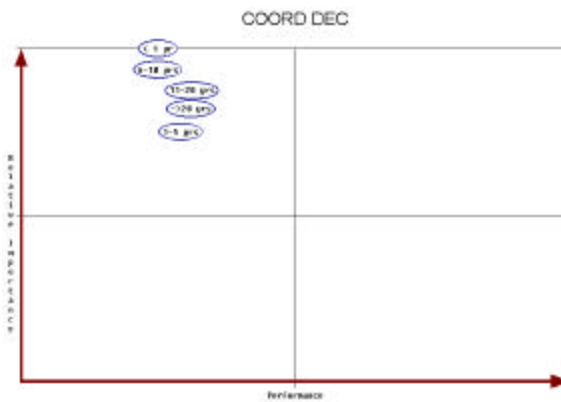
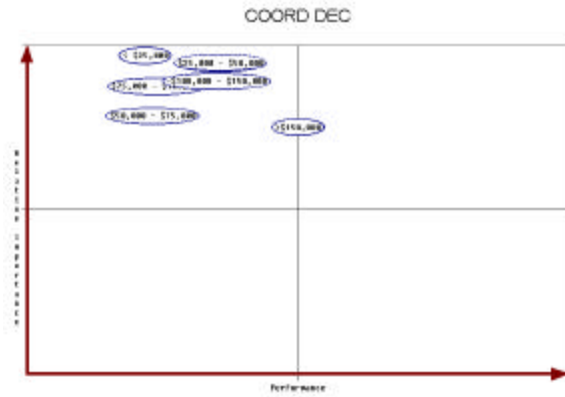
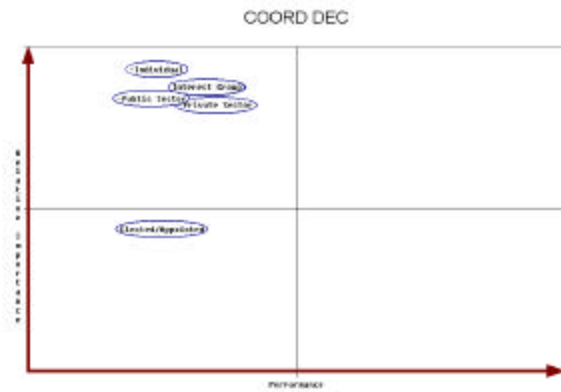
Results for “Utilizing Non-Driving Modes” by Demographic Group



Results for “Priority for High-Occupancy Vehicles” by Demographic Group

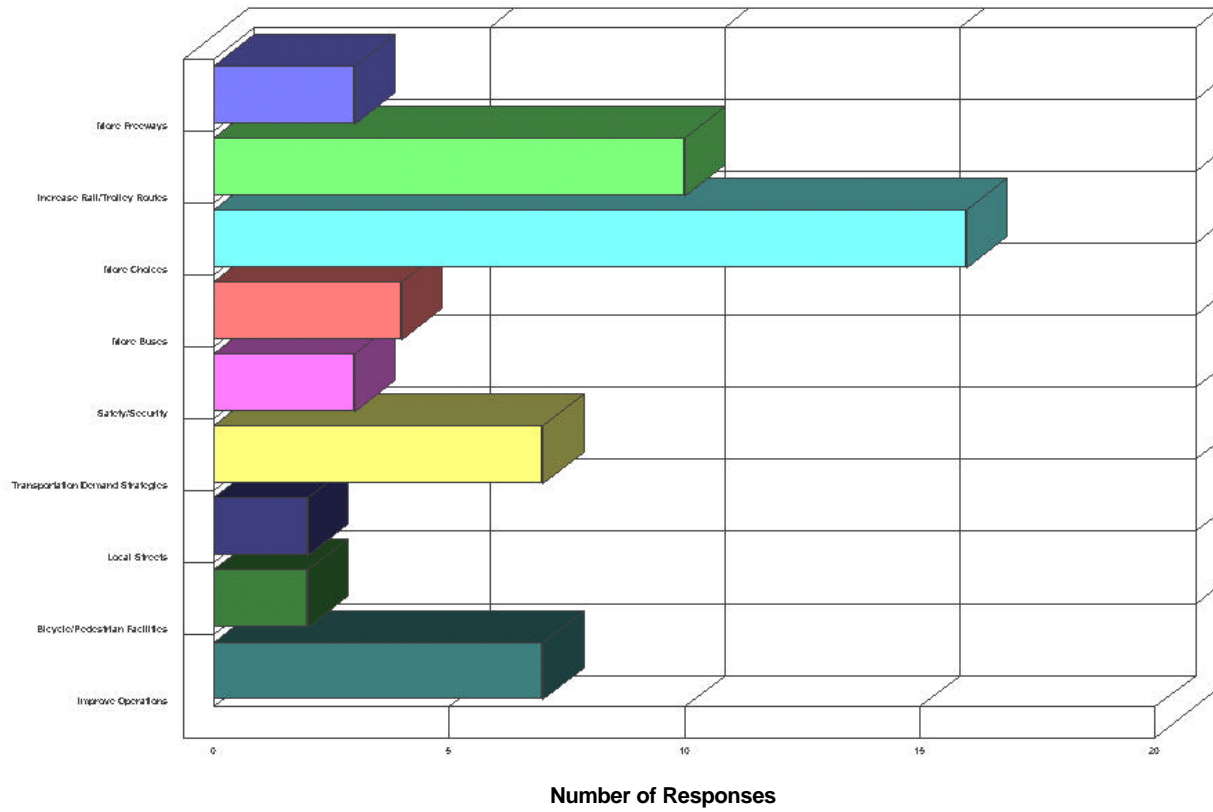


Results for “Coordinated Decision Making” by Demographic Group



Allocation of Additional Transportation Revenue

Where would you spend additional transportation funding?



Where would you spend additional transportation funding?

Demographic Group	Most Important Selection								
	More Freeways	Increase Rail/Trolley Routes	More Choices	More Buses	Safety/Security	Transportation Demand Strategies	Local Streets	Bicycle & Pedestrian Facilities	Improve Operations
All Participants									
TOTAL	3	8	16	4	1	7	2	2	7
Role									
Elected/Appointed			1						1
Interest Group			2			1			
Private Sector	2					1	1		1
Public Sector		2	4		1	3			
Individual	1	6	9	4		2	1	2	5
Household Income									
< \$25,000			3						1
\$25,000 - \$50,000		3	2	2					
\$50,000 - \$75,000	1	1	3	1		4		1	3
\$75,000 - \$100,000		2	3	1	1	2		1	3
\$100,000 - \$150,000		2	5			1	2		
> \$150,000	2								
Years Living in San Diego									
< 1 yr		1							
1-5 yrs		1			1				1
6-10 yrs		2	1	1					
11-20 yrs	2	3	3			2		1	1
>20 yrs	1	1	12	3		5	2	1	5
Own or Rent Home									
Own	2	6	12	2		6	2	2	5
Rent	1	2	4	2	1	1			2
Residence									
Clairemont/UTC		2	3	1			1	1	
Tierrasanta									
Mission Valley		1	2			1			1
Normal/University Heights/Kensington	1	2	2	3					1
Other in City of San Diego	1	2	6		1	6	1	1	5
Other outside City of San Diego	1	1	3						